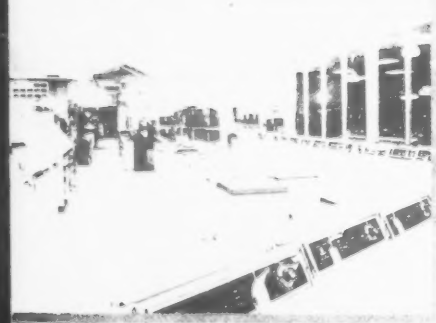
R. DICICCO M. RAVITZ

Dealerscope Merchandising

MAY 1989
$7.00

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



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Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

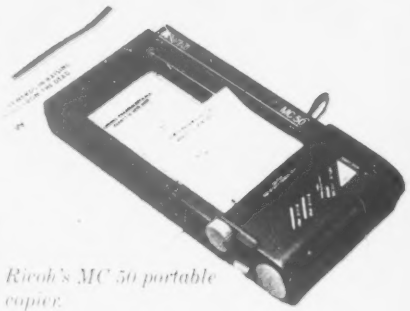
HOME OFFICE

RETAILING

Ricoh Goes Portable

RICOH has small hopes for the future. Small as in portable, that is. The company's new Portable Digital Information System offers copier, facsimile and projection capabilities, and is designed to fit into a briefcase.

"We're not a home-office product or a small-business product per se," said Mitch Ravitz, sales manager for the PDIS division. "We consider this a group of personal productivity tools. We have a much broader range of applications."



Ricoh's MC 50 portable copier.

The heart of the system is the MC 50 copier-scanner. Placed on top of the original, the copier scans the material. Output copy is the same size as the viewing glass: $3\frac{7}{8}$ by $6\frac{1}{2}$ inches.

Ravitz gave two reasons for the small size: "In Japan the Filofax is a big deal," he said. "Everyone carries one. They all make copious notes and this is the right size to copy those notes. The other side is a very practical aspect: If you had a full-sized one you wouldn't be able to put it in your bag. You'd lose the portability."

The MC 50's high-density scanning head incorporates a 768-pixel image sensor and produces copies with a 200 dot-per-inch density and 200-line-per inch horizontal and vertical resolutions. Accepting thermal paper rolls, plain paper or transparent sheets, the unit is powered by either AC, NiCd battery power (included) or 12-volt DC car converter (optional).

The IM-A image controller module is an adjunct to the MC 50. When connected to the copier it can copy halftones with 16-step tonal range from black to white, reduce the original up to 80 percent or enlarge it up to 200 percent, produce mirror images, transform black to white and vice versa, adjust copy density within a three-step range, enlarge or reduce sections of the original and scan data into an IBM compatible computer using a standard RS-232 interface.

A second interface module, the IM-F, turns the MC 50 into a fac-

(Continued on page 53)

Sharp Flexes Fax Muscle

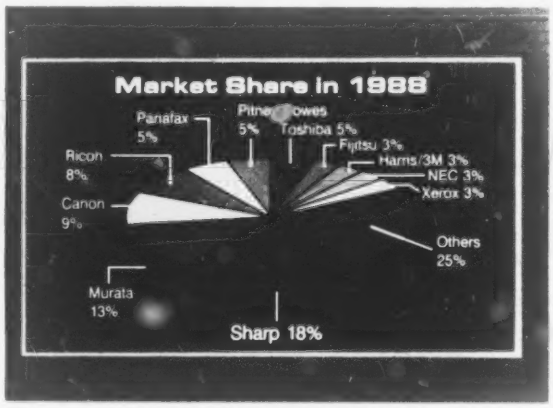
THE fierce competition in the facsimile market may have other manufacturers in a sweat, but Sharp is sitting high and dry at the end of the class. Estimates from CAP International tell the story. With a commanding 18 percent share of the 1988 fax market—up from its industry leading 16.8 percent share in 1987—Sharp can be forgiven for crowing in its new tagline "To Be No. 1 in Fax Two Years in a Row, You Have to Be Sharp."

In announcing the CAP rankings, Facsimile Division general manager Allen Mahmarian noted that his own numbers indicate an even greater edge."By the end of the year," he said, "CAP credited Sharp with a total placement of 204,000 fax units. These numbers are under our actual statistics. In 1988, our actual fax placements were in the range of 240,000 units."

He noted that Sharp's fax growth of 238 percent in 1988 outpaced the industrywide performance of 194 percent. CAP put industrywide shipments for the year at 1.13 million units.

Mahmarian attributed Sharp's success to the many-pronged distribution system it developed after entering the fax field four years ago. "We were the first to develop a nationwide dealer network, initially through our existing copier dealers. While other fax manufacturers focused mainly on direct sales to large corporations, Sharp built a strong relationship."

Mahmarian voiced special praise for the performance of the personal home office electronics division, under general manager Paul Allan. PHOED, formed in 1987 to serve mass merchandise and retail outlets, registered a 400 percent increase in fax sales for 1988, Allan said.



Sharp retains its lead in a crowded field

For 1989, Mahmarian predicted Sharp would hold on to the top spot with projected sales of 350,000 units, out of an industry total of 1.5 million.

PEOPLE ON THE MOVE: Electronics

JVC appoints **Kevin Weinhoeft** as national sales manager, portable audio division, and **Donn Barclay** as national sales and marketing manager for consumer video.

Konica promotes **Dennis Puccio** to marketing services manager.

Mitch Ravitz is appointed sales manager of Ricoh's Portable Digital Information System division.

Ravitz

Stagg

Jackie Stagg is named advertising/marketing coordinator for Academy Entertainment.

Tod Pulsifer is named national supply sales manager for the facsimile products group of Toshiba America. **Kathy Kidd** becomes national merchandising and business planning manager.

Aiwa appoints **Charles Robertello** national service manager.

Robertello

Jacobs

At KVC **Jeff Jacobs** is promoted to VP, sales; **Tim Ackerman** is named to key account marketing; **Jeff Fink** joins the company as key account manager and **Bruce Stickle** becomes a marketing manager.

Michael L. Fisher is appointed president of Dicon Systems.

Bush appoints **Kevin Opferbeck** manager, OEM/contract sales.

Craig Young is appointed national sales manager for Relisys' Telefax System line.

Yorx Electronics promotes **James Mulvehill** to senior VP, sales and marketing.

Code-A-Phone appoints **Alan Elliott** director of field sales for North America.

Magnum Entertainment appoints **Cheryl Gersch** executive VP, sales.

Susie A. Wade of the CES staff has been promoted to manager of special projects, overseeing all aspects of the CES workshop program.

H. Lauren Siegel, formerly of Helix Electronics, joins KLH Electronics as Pres.

Recoton promotes **Peter Dayton** to VP, sales.

Olympus names **Shinei (Steve) Furuta** manager, product planning.

Furuta

Cornelius

At Case Logic, **Pat Stanley** is named national sales manager and **Connie N. Cornelius** becomes director of marketing.

Lechmere names **J. Kent Flummerfelt** president.

Steve Caldero is promoted to national sales manager for concert systems and video products by Yamaha Electronics.

Caldero

Suh

At Goldstar, **Kenn H. Suh** is named senior VP of sales and marketing and **J.B. Kim** becomes VP of marketing.

John Hollands is appointed executive VP of Sony Corp. of America; **John Briesch** becomes president of Sony's consumer products group; **John Bermingham** is promoted to president, domestic sales and marketing, Sony magnetic products group and **Charles Steinberg** becomes president of Sony's business and professional products group. ■

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
February 1989 vs. February 1988
(In Units)

	February 1989	February 1988	Percent Change	Year-to-date 1989	Year-to-date 1988	Percent Change
TELEVISION						
Color TV*	1,614,665	1,336,787	+20.8	2,996,657	2,558,513	+17.1
Projection TV	17,827	16,899	+ 5.5	31,858	38,729	−17.7
Home VCR	657,153	827,664	−20.6	1,250,102	1,647,727	−24.1
Camcorders**	102,589	87,380	+17.4	197,112	168,674	+16.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE: Major Appliance

Quasar appoints **Mike Nakamura** president and CEO.

William D. Marohn is promoted to executive VP at Whirlpool's North American Appliance Group. **Dennis Finch** is appointed director, sales and distribution services for Whirlpool Appliance Group. **Allan D. Vingelen** is named assistant controller for Whirlpool Corp.

Finch

Marohn

Dacor appoints **Ray S. Arnold** to district manager.

Arnold

Hoppestad

Changes at Speed Queen: **Dale Hoppestad** is promoted to special accounts district manager and **David E. Olson** is promoted to regional sales manager. Recently appointed district sales managers are **Jim Geenen, Kurt Jansen, Bill Beyerle, Tammy S. White** and **Christopher Lawrence**.

Donald L. Luke is elected chairman, president and CEO of Cuisinarts Inc.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
February, 1989

	December			Calendar Year to Date		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	**4,071.8**	**3,905.1**	**+ 4.3**	**8,177.7**	**7,612.9**	**+ 7.4**
COOKING — TOTAL	**1,330.2**	**1,351.8**	**– 1.6**	**2,773.8**	**2,687.9**	**+ 3.2**
Electric Ranges — Total	225.0	243.7	– 7.7	469.9	479.0	– 1.9
Free Standing	174.9	192.5	– 9.1	368.1	380.7	– 3.3
Built-In	50.1	51.1	– 2.0	101.8	98.3	+ 3.6
Gas Ranges — Total	155.6	173.3	– 10.2	314.0	331.3	– 5.2
Free Standing	147.1	164.0	– 10.3	296.9	312.2	– 4.9
Built-In	8.5	9.3	– 8.6	17.2	19.1	– 9.9
Microwave Ovens/Ranges***	963.2	950.0	+ 1.4	2,017.4	1,907.6	+ 5.8
HOME LAUNDRY — TOTAL	**904.0**	**913.0**	**– 1.0**	**1,893.7**	**1,845.6**	**+ 2.6**
Automatic Washers	510.1	519.1	– 1.7	1,063.5	1,038.5	+ 2.4
Dryers — Total	394.0	394.0	0.0	830.2	807.1	+ 2.9
Electric	303.2	305.6	– 0.8	642.8	626.8	+ 2.6
Gas	90.8	88.4	+ 2.7	187.4	180.3	+ 3.9
KITCHEN CLEAN UP — TOTAL	**691.3**	**679.0**	**+ 1.8**	**1,428.3**	**1,363.1**	**+ 4.8**
Disposers	380.3	360.1	+ 5.6	771.5	721.4	+ 6.9
Dishwashers — Total	293.0	298.0	– 1.7	619.3	605.0	+ 2.4
Built-In	274.3	275.0	– 0.3	576.9	557.6	+ 3.5
Portable	18.6	22.9	– 18.8	42.5	47.5	– 10.5
Compactors	18.0	20.9	– 13.9	37.4	36.7	+ 1.9
FOOD PRESERVATION — TOTAL	**554.0**	**566.7**	**– 2.2**	**1,114.5**	**1,103.8**	**+ 1.0**
Refrigerators	460.0	477.4	– 3.6	927.1	923.3	+ 0.4
Freezers — Total	94.0	89.3	+ 5.3	187.4	180.5	+ 3.8
Chest	54.1	48.5	+ 11.5	103.6	98.5	+ 5.2
Upright	39.9	40.8	– 2.2	83.8	82.0	+ 2.2
HOME COMFORT — TOTAL	**592.3**	**394.6**	**+ 50.1**	**967.5**	**612.5**	**+ 58.0**
Room Air Conditioners	546.4	324.1	+ 68.6	898.5	523.8	+ 71.5
Dehumidifiers	45.9	70.5	– 34.9	69.0	88.6	– 22.1

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).